Statement-II

State-wise releases from 1997-98 to 2001-02 for implementation of another scheme for Modernization of Police Forces of the North Eastern States

(Rs. in lakhs)

S.No.	State	1997-98	1998-99	1999-00	2000-01	2001-02
1.	Assam	1710	664	2272	2245	1821
2.	Nagaland	616	108	452	651	593
3.	Manipur	626	98	554	651	362
4.	Tripura	611	133	606	1381	832
5.	Meghalaya	—	122	474	635	325
6.	Mizoram	—	67	346	436	365
7.	Arunachal Pradesh	—	56	386	538	76
8.	Sikkim	—	—	—	206	89
	TOTAL (Year-wise)	3563	1248	5090	6743	4463

Action against advertisers who demean women

2142. PROF. M. SANKARALINGAM: Will the Minister of HOME AFFAIRS be pleased to state:

(a) whether Government's attention has been drawn to the news-item which appeared in 'The Hindu' dated the 19th September, 2002 captioned, "Advertisements demeaning women draw All India Democratic Women Association (AIDWA)";

(b) if so, the details thereof;

(c) the steps taken by Government against such advertisements; and

(d) stringent action taken against advertisers like ICICI, LIC, who project so preference and discriminate against single women and affront to a woman dignity?

THE MINISTER OF STATE IN THE MINISTRY OF HOME AFFAIRS (SHRI CHENNAMANENI VIDYA SAGAR RAO): (a) and (b) The National Human Rights Commission had issued notice to the Ministry of Information and Broadcasting on a complaint lodged by All India Democratic Women Association (AIDWA) relating to the following advertisements being shown on television channels:-

(i) Fair & Lovely

(ii) Life Insurance

(iii) ICICI

(c) and (d) Action against the TV channels can be taken only under the Cable Television Networks (Regulation) Act, 1995. All the channels transmitted or retransmitted through the Cable Network are expected to conform to the Programme and Advertisement Code prescribed under the Cable Act. Action for violations of the Act can be taken by the authorised officers *viz.* District Magistrates, Commissioner of Police, etc. A Committee has also been constituted under Section 20 of the above Act by the Ministry of Information and Broadcasting to look into the violations of the Advertisement Code prescribed under the Act. It has been decided to place the matter before the said Committee.

Increasing accident rate in metropolitan cities

2143. SHRI C. RAMACHANDRAIAH: Will the Minister of HOME AFFAIRS be pleased of state:

(a) whether it is a fact that high speed driving, unregulated traffic and technical flaws in the vehicles are the major causes for the increasing accident rate in the metropolitan cities;

(b) if so, the details thereof;

(c) whether any study on roads safety aspects and nature of traffic on Indian roads have been conducted; and

(d) if so, what are the recommendations of the study and what steps Government propose to take to implement these recommendations/ suggestions?

THE MINISTER OF STATE IN THE MINISTRY OF HOME AFFAIRS (SHRI I.D. SWAMI): (a) and (b) Various reasons for road accidents are lack of traffic discipline on the part of drivers and road users, phenomenal